



Recycling Committee

Minutes of 1 June 2017

Present: Paul Goldberg (interim Co-chair), Larry Slotnick (interim Co-chair), Charlotte Milan (Recycling Coordinator), Juli Brazile, Dori Mazor, Rebecca Sacks (associate member).

Absent: Ellen Callaway.

Town residents present: Jennie Rathbun (Arlington Heights, appreciated collection days), Joe Hostetter (Arlington Heights, retired widower, collects trash in the area). Both had contacted Larry by email after seeing the announcement of Committee openings in the Advocate.

Welcome

Introductions: We introduced ourselves and welcomed Jenny and Joel. Both are from The Heights. Jenny has been happy with the monthly recycling events; Joel is a retired widower who picks up litter and tidies the area when possible.

Minutes: The draft of minutes of 5 May, 2017 were amended to be corrected

Organizational leadership

We discussed term limits (1 or 2 year terms) and organizational structure (continue with co-chair structure or move to having a chair

and a vice chair). The time commitment is generally from 2 - 4 hours / week.

Paul and Larry meet to discuss the agenda and upcoming projects. Paul has been focusing more on administrative matters while Larry has been taking initiative on various projects (ACMi video, Feast of the East organization, Marketing and Branding issues). They have different styles of working and management.

Larry feels that one year term is best and he would like to work with someone who might be willing to step up for leadership in the coming year.

Juli suggested that every June time be scheduled into the meeting to discuss chairs for the coming year. She also suggested we might create a checklist for chair responsibilities and a draft for the minutes and agenda.

It was decided that terms would be for one year (2 years seemed a daunting commitment to potential chairs) and that Larry and Paul would continue as co-chairs until next June. A vote was taken and the results were unanimous.

Discussion of ARC mission in 2017 - 2018 and its brand identity

Brand / Logo / Slogan

There hasn't been a brand / logo update for several years.

We discussed pros and cons of the slogans: "Recycle Right" and "Arlington Recycling Committee." (In interest of producing a banner for Feast of the East as well as other promotional materials). Paul and Karen thought it might not be a good idea to rush into a new

slogan/logo for the upcoming Feast of the East, that might be better considered with more time. Dori and Larry will work on the logo for Feast of the East. Food Link has already printed their magnets.

Juli mentioned that "Recycle Right" sounds almost corporate and that although there are other "Arlington Recycling Committees" in the US, there generally isn't much confusion between them. (There are 21 Arlingtons in the states, but we receive very few inquiries from other states).

Larry, Priya, Paul and Charlotte met with Joanne Reeves, a designer, to discuss the brand and mission. Joanne went online to access information on the committee, (The Advocate, the government website, etc). She felt that "Recycle Right" was a good slogan for a campaign of ARC. As ARC was not prepared to settle quickly on anything, and she hoped for a quick turnaround pro-bono effort, she felt that she could not engage in a protracted branding effort.

Mission

The wording in the by-laws was set before the town had recycling coordinators who were to advise the town on how best to improve and expand recycling. Our mission is one of education: what is the best way to educate people on how best to reduce contamination and to increase recycling?

Paul suggested we consider the differences in the mission of the DPW and the mission of the ARC. What do we do differently? What tasks do we share?

Larry mentioned that it's important to keep in mind that Charlotte is an army of one at the DPW whereas we're an army of eight. Charlotte clarified that we want to be in agreement as a committee in the basics

of recycling, but we do different things.

Larry mentioned that if it is our job is to educate and advocate about recycling we should be getting more non-members involved. We have a google group list of 40 people and only 10 are active. Charlotte mentioned that it wasn't our logo or facebook that got us two new members, it was The Advocate. Charlotte also mentioned the popularity of the Recycling Committee on the Town website and had ARC t-shirts to show. Paul mentioned that as we're not a Town agency, neighbor to neighbor communication was key.

It was suggested that we create a kit for a committee member to take with them to events like the Hardy School Green Team event.

Karen will work on keeping up to date on upcoming events and publishing them on our facebook page

Procurement of ARC promotional items; budget for 2017

We have \$2700 left from the current fiscal year. Charlotte will work with Larry to create a purchase order to have those monies encumbered for the current fiscal year so we don't lose them.. Juli has spoken with the banner shop: if 6' x 4' we could tape to both top and bottom of table. The cost of the banner is \$170, (we had set aside \$300). We voted to create a green and white banner for the Feast of the East. Jeremy Marin had some ideas about tote bags. Larry mentioned he'd found two websites where we could order canvas bags. He will pursue price quotations and circulate to the design team and Charlotte.

Feast of the East, (June 17th) planning; volunteers, materials

Dori will create a "Signup Genius" form for Feast of the East and send it to Larry to send out to the google group and others. Charlotte will

contribute her "Do's and Don'ts sculpture. Larry will coordinate set-up of the tent and table and volunteers.

Old business

Business Recycling: Charlotte is working with a senior in the High School who wants to come up with a bylaw to require businesses to recycle. She's looking for other communities that do this. She's working at the hauler level with bundle prices. She's not offering a particular price in case general hauler regulations change. The DEP has expressed interest in this project. She's working with the Board of Health, the Recycling Committee and the Town. She'd like to praise good businesses. She'll need 10 registered voters to get on the Town Meeting warrant in 2018.

Paul suggested that we make a connection with environmental classes in the high school. Charlotte noted that Public Policy classes tend to be interested in environmental issues, state laws vs bylaws vs regulations.

Community Collection Day: 626 cars came through in 4 hours. Charlotte is considering NOT hosting a Community Collection Day in the future for several reasons. There is a huge amount of work at the end of the day when volunteers are already exhausted. Traffic / wait time can be a problem. In case of rain, volunteers may not show up. Bikes Not Bombs will continue to come 2 times a year and sharps and paper for shredding will be collected 4 times a year. The monthly Recycle Center is designed to take up the slack.

Facebook page Charlotte suggested we watch the video from Melrose, a discussion between two neighbors on recycling. She also suggested referring back to the town's facebook page for police department posts as they have the greatest popularity. Juli and Karen will meet to work

on the facebook page.

ACMi course and video: Larry, Rebecca, and Karen have met twice with Jonathan at ACMi to work on a series of food scrap recycling and composting videos. We have created a storyboard for a 2 minute clip which will be part of a series of videos to post on facebook.

Annual Paper Triptych on recycling Charlotte mentioned that an additional double sided page will be included in next year's mailing. It will contain information on textiles and hazardous waste.

Wrap up and next steps

Anyone who would like to be on the google/gmail list should tell Larry who will send the requests to Juli who will add them. Jenny would like to be on the email list.

We decided we would continue meeting over the summer to tie up projects we're working on and prepare for Town Day. July 6th and August

The July agenda will include how to spend the \$3000 budget for 2017-18; the 2016-2017 spending update; feedback on the Feast of the East; feedback on the logo and banners.

Charlotte has identified one or two neighborhood groups who are going to pilot something similar to "Project Oscar" which has been working in Boston. It's a food scrap collection project. 7000 households gave positive feedback on a survey. A food scraps container is put into neighborhoods and collected weekly.

Submitted by Karen Einstein